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350 blooms Steele's Mastodon Pansies from our open seed fields. We are the originators and the only growers of Steele's Mastodon Pansy Seed

WHOLESALE ONLY

Steele's Pansy Gardens

Since 1893

East 42nd at Powell Boulevard
Portland, Oregon, U. S. A.

E. J. STEELE, Manager
M. I. STEELE, Secretary
E. J. STEELE, Jr.,
Production Manager
DONALD STEELE,
Supt. Test Gardens

1932

1. Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London.
2. Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O. K.

Air Mail Orders from Atlantic States Reach Us in 40 Hours. Postage 5c



E. J. STEELE

Seal Tipped Seed

Is your pansy seed "seal tipped"? If the tip of the seed where the plantlet emerges is "whitey" in appearance the plantlet has started to grow because of too much humidity in the air, or faulty curing by improper handling, or no handling at all, during the slowly drying process which requires at least two weeks, and then two weeks more to bring it to a condition of "bone dryness" so there may not be the slightest respiration until you sow the seed.

Now, if there are showers or abundant moisture in the air during the harvest so that the slowly drying process of the harvested seed is arrested then respiration starts in the seed; the tips of the seed are unsealed, and the vitality of the bone dry seed is injured or destroyed.

Our climate during the harvest season is rainless with a low humidity, moderately warm, and assuring a slow and continuous drying process until our seed is perfectly cured. Hence, the marvelous germination of our "seal tipped" seed.

PREPARING BED FOR GERMINATING SEED.

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to a depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches.
6. Sow in drills or broadcast—drills are better.
7. Cover as lightly as possible with your best soil or sand, mixed 50-50 with peat moss.
8. Use spray of water to moisten surface.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of muslin to retain moisture. As soon as plants begin to come through freely we remove sheeting permanently, and sift tops of beds with thin layer of peat moss. To avoid damping off, water young seedlings **very sparingly**.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 85 to 100 square feet to sow an ounce of seed broadcast.

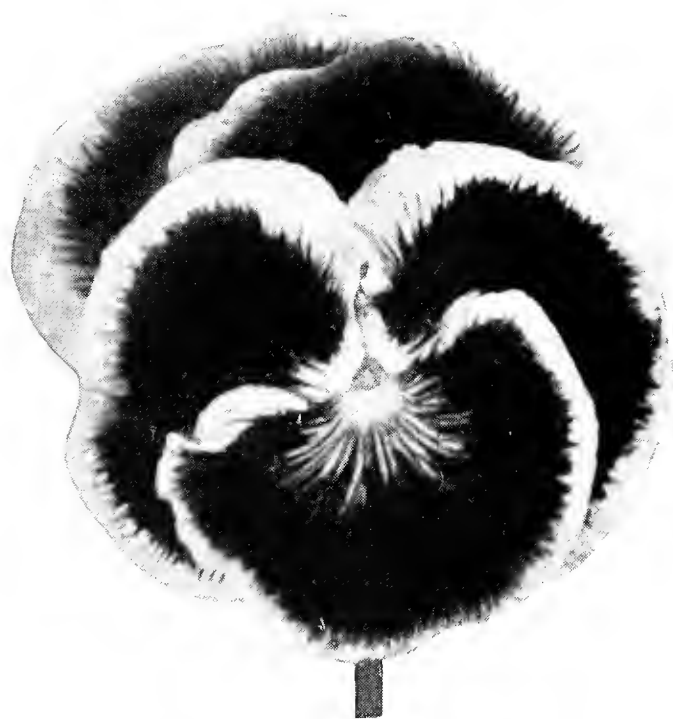
Alternate your pansy crop with some other crop.

THE UNUSUALLY HIGH GERMINATING QUALITIES OF STEELE'S MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

LEST YOU FORGET.

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is **not** genuine unless grown in our gardens.

E. J. Steele
Manager



ONE OF "BUD'S" MASTODONS



"BUD"

"E. J. JUNIOR"

Steele's Pansy Gardens

PORTLAND, OREGON

Howdy Folks: Junior Speaking:—

Pop says "The best way to keep out of mischief is to keep busy."

Ever since I came back from overseas after the Armistice I've been going like a buzz saw just as I was that day in London when the English Bobbies tried to break up our boys "crap" game on the front steps of the Y. M. C. A.

The production of Super Pansy Seed is a real job; a man sized job; a 34 acre job—an all the year around job; just as strenuous a job today as it was to "Pop" thirty-nine years ago, and it seems to me that he is going just as strong today as he was the day I pulled up that long row of young cabbages clear across our garden a score and ten years gone by.

Then there is "Bud", the wizard in charge of the trial gardens, the home not only of our choicest and newest creations but the "pick of the pack" from the world's most famous growers, making a collection of blooming plants such as, I am sure, you have never seen before. Gigantic blooms with all the colors of the rainbow including our own special types, and types from the world's most famous specialists, the finest of which are blended into our own strains. We have found some fine foreign strains of pansies, but they did not bloom freely until late May. Our strains, August sown, show colors in early February and bloom freely in early April and can be sold, even in Northern Climates, before Decoration Day.

Usually, large flowering strains bloom late, but strange to say our Jumbos are the earliest of all our strains to show colors.

Yes, we cross pollinate, but mostly we rely on selection. Dr. L. H. Bailey best illustrates the theory and practice of selection. He says: "Somewhere in an orchard of forty acres of Bartlett pears there is one lone tree that has better pears than any other tree, and somewhere on that tree is a limb that has better pears than any other limb on that tree and that is where you propagate to produce super Bartlett pears."

What happened to the Texas "long horn"? Cattle breeders found out that the longer his horns grew the more he ate until he ate his head off, and now we have the high bred steer weighing a ton or more with short horns or no horns at all.

It means the passing of the unfit and the survival of the fittest.

Pop says "When you see a grand rose, a giant zinnia, marvelous sweet peas, or wonderful petunias of course you admire them, but who knows the long years of time, labor and money that some grower has spent in originating and producing these specimens, that thrill you with their beauty and loveliness!"

So take off your hat to the **genius** who has created these masterpieces of Dame Nature.

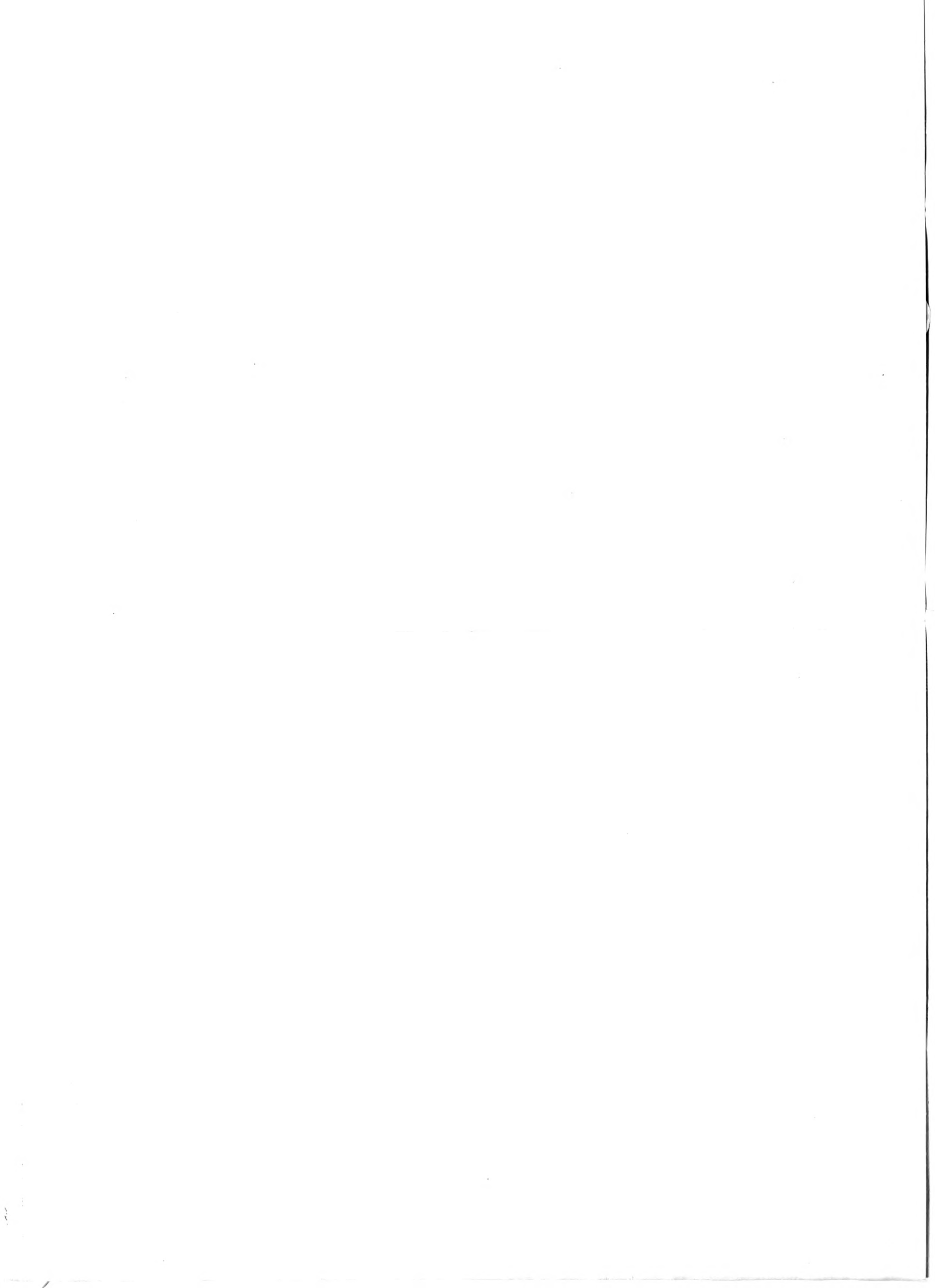
What is a genius, Pop?

"A genius is one who has the capacity of taking infinite pains in his vocation thru a long period of years: in his dictionary there is no such word as 'fail' and no such word as 'quit'."

A toast from "Bud", myself, and the production staff—"To your health, happiness, and prosperity through all the coming years."

COME AND SEE OUR PANSIES.

E. J. Steele Jr



STEELE'S PANSY GARDENS

Winter Flowering Sweet Peas

EARLY FORTYNINER—1930 novelty. A deep yet bright true orange shade, making a glorious bunch. Price: oz. 80c; 4 ozs. \$2.50; 8 ozs. \$4.25; lb. \$8.00.

SUNRAY—A glowing, soft cerise on cream ground. Price: oz. 45c; 4 ozs. \$1.35; 8 ozs. \$2.50; lb. \$4.50.

MORSE'S GIANT ROSE—Early Giant Rose is a vigorous grower with longer stems than other Rose Pink varieties. It is a free bloomer and the flowers are very large and beautifully frilled. The shade is a rich clear rose pink. Price: oz. 45c; 4 ozs. \$1.35; 8 ozs. \$2.50; lb. \$4.50.

SPRING SONG—A beautiful bright salmon rose pink. Price: oz. 45c; 4 ozs. \$1.35; 8 ozs. \$2.50; lb. \$4.50.

LAVENDER HARMONY—A strong growing, free flowering shade of lavender. Price: oz. 40c; 4 ozs. \$1.20; 8 ozs. \$2.25; lb. \$4.00.

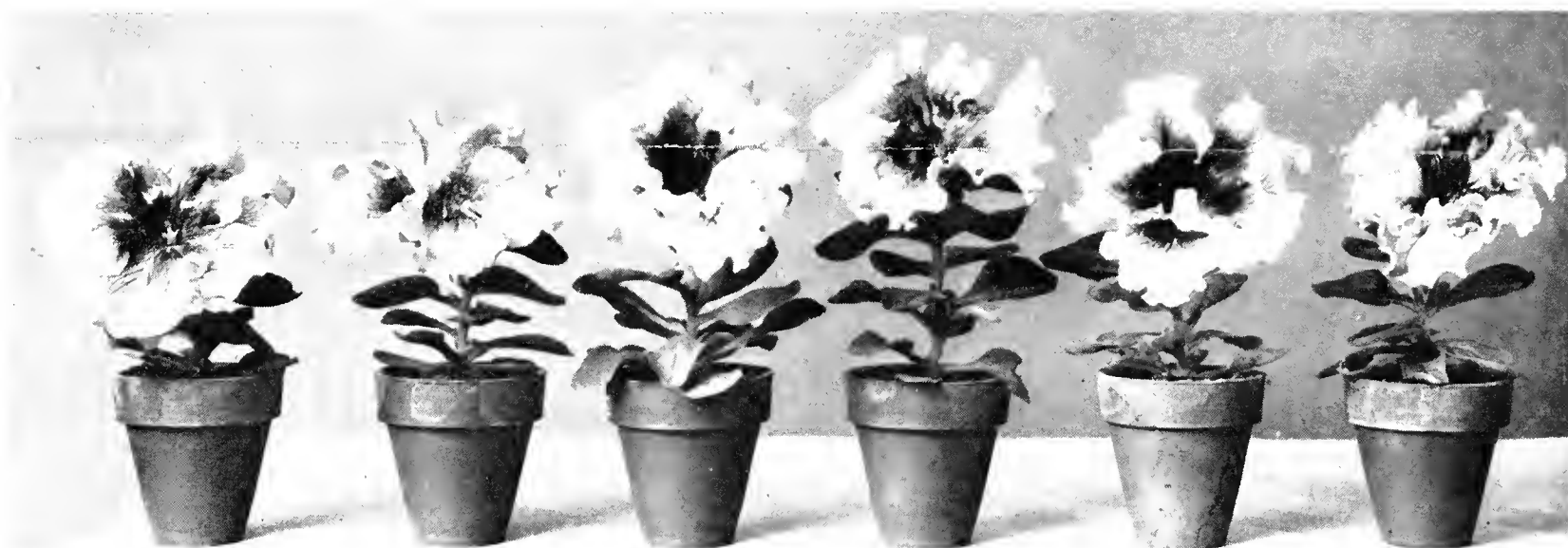
VULCAN—For a real bit of bright color Vulcan fills the bill. Large flowers of bright scarlet which do not burn even in the strongest sunshine. Price: 1 oz. 45c; 4 ozs. \$1.35; 8 ozs. \$2.50; lb. \$4.50.

EARLY PRIDE—New. An improved Glitters. A fine bright rose cerise. Longer stems; large flowers. A good grower. Price: oz. \$2.00; 4 ozs. \$6.00; 8 ozs. \$9.25; lb. \$18.00.

WHITE HARMONY—A strong growing, black seeded pure white. Being black seeded it germinates easily. It is a pure solid white. The stems are long, flowers large and of exquisite form. Price: 1 oz. 80c; 4 ozs. \$2.50; 8 ozs. \$4.25; lb. \$8.00.



MORSE'S GIANT ROSE
1-3 Natural Size



No. 8. Diener's Ruffled Monsters in 3-inch pots, 12 weeks after sowing

DIENER'S PETUNIAS

Over eight thousand florists raised our Petunias last year and we have heard nothing but praise of their high quality. All of our seed bearers are first raised in 3-inch pots and must conform to the type you see in the accompanying picture of this catalog. This makes the producing of the seeds more expensive, but results in the high quality of our seeds. Every plant is dwarf and stocky, no pinching or staking necessary and they sell at sight. Over 500 seeds per trade packet.

RUFFLED MONSTER TYPE (Single)

No.	Average about 90% true	Tr. Pkt.
1.	PINK —Strongly veined center. Flowers 6 to 8 inches in diameter. One of the largest in existence.....	\$0.50
2.	RED —Flowers 5 to 7 inches in diameter.....	.50
5.	RED WITH BLACK CENTER50
11.	DIENER'S BLUE —A deep silky blue. Very fine..	.50
20.	MAUVE —Center heavily veined with royal purple. One of the most exquisite and most popular varieties. Flowers average 5 inches across. Very fragrant50

OTHER VARIETIES OF SMALLER SIZE (Single)

No.		
19.	GIANT PINK GLORY —This is one of the varieties which attracts the attention of customers immediately. Very large.....	\$0.50

No.		Tr. Pkt.
30.	THEODOSIA —Deep rose pink. Medium size with edges heavily frilled. Very good for pot plants and bedding	\$0.50

DOUBLE PETUNIA TYPES

38.	DOUBLE. RUFFLED MONSTERS MIXED —Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5-inch pots or bedding. Average amount of double varieties in this mixture is 50%	\$1.00
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One packet each of 8 varieties—Price \$4.00



Steele's Pansy Gardens

Portland, Oregon, U. S. A.

Wholesale Prices Net

1932 Crop

Each and every strain listed on this page is a genuine "Steele's Mastodon".

Jumbo Mixed—New. These gigantic flowers, in our open field, with no special care whatever, were exhibited at the Northwest Flower Show in Seattle, measuring up to 4 $\frac{1}{4}$ inches in diameter! In all our 39 years as pansy specialists we have never seen a strain of pansies anywhere near their equal in average size; also has a fine wide range of bright colors. Price: 1/32 oz. \$0.85; 1/16 oz. \$1.25; 1/8 oz. \$2.25; 1/4 oz. \$4.25; 1/2 oz. \$8.25; oz. \$16; 2 ozs. \$31.00.

Sea Blue—New. The most beautiful shade of blue we have ever seen. Very large. Price: 1/16 oz. \$0.75; 1/8 oz. \$1.25; 1/4 oz. \$2.50; 1/2 oz. \$4.75; oz. \$9.00; 2 ozs. \$17.00.

"400" Mixed—A super Swiss strain. Grand in size, form, color and substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new. Price: 1/16 oz. \$0.85; 1/8 oz. \$1.25; 1/4 oz. \$2.50; 1/2 oz. \$4.75; oz. \$9.00; 2 ozs. \$17.00; 4 ozs. \$30.00.

Miracle Mixed—Finest types of our strains, latest novelties. Price: 1/16 oz. \$0.65; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00; 2 ozs. \$13.00; 4 ozs. \$25.00.

Masterpiece Mixed—Long stems. Best for cut flowers. Price: 1/16 oz. \$0.85; 1/8 oz. \$1.50; 1/4 oz. \$2.75; 1/2 oz. \$5.25; 1 oz. \$10.00; 3 ozs. \$27.00; 4 ozs. \$34.00.

Greenhouse Special Mixed—Fine market strain. Price: 1/16 oz. \$0.50; 1/8 oz. \$1.00; 1/4 oz. \$1.50; 1/2 oz. \$2.75; 1 oz. \$5.00; 2 ozs. \$9.00; 3 ozs. \$13.50; 4 ozs. \$17.50.

Golden Gate—A monster Golden Yellow.
Dark center.

Mlle. Irene—A henna red type, new to pansies.

Vulcano—Burgundy red, long stems.

Isabelle—A ruffled bronze and yellow.

The price of each of the four varieties named above is: 1/16 oz. \$0.65; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

Panama Pacific—A large yellow.

Parisian Yellow—A pure yellow.

Bronze—Very large. Many shades.

White (dark center)—Very large.

Black—Nearly all jet black.

Grand Duke Michel—The largest all-white pansy.

Striata—Striped sunburst.

Madame Steele—Elk's purple; immense blooms; a perfect self.

Madame Perrett—Bordered white; colors wine, pink and red.

Prince Henry—A splendid dark blue.

Improved Beaconsfield—A fine bluish purple with a distinct lavender tinge.

Adonis—Light blue and lavender shades.

The price of each of the twelve varieties named above is: 1/16 oz. \$0.50; 1/8 oz. \$1.00; 1/4 oz. \$1.75; 1/2 oz. \$2.75; 1 oz. \$5.00.

Owing to variations in soil, climate, care and cultivation, we are not responsible for the crop.

We do not offer seed packets of a size smaller than those listed above

WHOLESALE ONLY